### Reach Thousands of Potential Customers with One Affordable Marketing Tool

Deadline October 29, 2010

Restaurant Na	ame					
Contact			Title_			
Address					_ Zip Code	
	CATEGORY: (Please check on	•	□ \$600	□ \$800	<b>\$1000</b>	

#### Please mail this form to:

City of Gaithersburg, Department of Parks, Recreation & Culture Attention: Elizabeth Poole 506 S. Frederick Avenue, Gaithersburg, MD 20877 or FAX to: 301-948-8364.

### **Questions?**

Please contact Elizabeth Poole at 301-258-6350 x120 or e-mail epoole@gaithersburgmd.gov





15th Annual \*\*\*
2010
Winter Lights
Festival



# Feature Your Restaurant at WINTER LIGHTS 2010

The City of Gaithersburg is proud to present our 15th Annual Winter Lights Festival at Seneca Creek State Park in Gaithersburg. This popular holiday tradition has attracted more than 800,000 visitors from the metropolitan area and beyond during its past fourteen seasons.

The Festival features a 3.5 mile spectacular winter wonderland of lights, where children and adults will be dazzled by more than 380 illuminated displays, 65 of which are animated.

Opening weekend is Friday and Saturday, November 26 & 27. The Festival then opens nightly December 3, 2010 – January 1, 2011, from 6 to 9 p.m. Sunday through Thursday, and from 6 to 10 p.m. on Friday and Saturdays. It is closed on Mondays and on December 25.

All visitors receive a commemorative program booklet, featuring information about the Festival, coloring contests for children, a trivia contest for all ages, information about the charities who benefit from the proceeds, and advertisements from area businesses.

Our research has shown that many visitors make an evening of their visit to the Festival, patronizing local restaurants either before or after driving through the show. This year we are extending a special invitation for area restaurants to gain exposure to these potential customers by being part of the Winter Lights Guide.

## Winter Lights Restaurant Opportunities

### \$300

• Listing in the Festival program (20,000 copies) distributed to every vehicle entering show.

### \$600

- Listing in the Festival program (20,000 copies) distributed to every vehicle entering show.
- Listing on Winter Lights restaurant webpage of City's website site for more than 30 days

### \$800

- Listing in the Festival program (20,000 copies) distributed to every vehicle entering show.
- Listing on Winter Lights Restaurant webpage of City's website site for more than 30 days.
- One designated day for restaurant promotion distribution of menus/coupons/fliers, etc.

### \$1,000

- Listing in the Festival program (20,000 copies) distributed to every vehicle entering show
- Listing on Winter Lights Restaurant webpage of City's website site more than 30 days
- One designated day for restaurant promotion distribution of menus/coupons/fliers, etc.
- ¼ page ad in the festival program (ad size is 2.95" w x 4.4")